

ORDER



Orders
Order / Rev: 199499
Alt Order #: 06843369
Product Desc: 8/17-8/23 BARACK OBAMA
Estimate: 1621
Flight Dates: 08/17/12 - 08/23/12
Original Date / Rev: 08/17/12 / 08/17/12
Order Type: REG

WVBT

Primary AE: Petry Philadelphia
Sales Office: P-PHI
Sales Region: Nat

Agency Name: Greer Margolis & Mitchell
Buying Contact:
Billing Contact:
 1010 Wisconsin Avenue Northwest
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: POL/Obama For America (D)
Demographic: A35+
Product Codes: PL1
Priority: P1
Revenue Codes: AGY, POL, POL-CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID: IN13209
Agency External ID: IN117/SP159/AL1336

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/23/12	13	\$5,900.00	\$5,015.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	13	\$5,900.00	\$5,015.00	0.00
Totals	13	\$5,900.00	\$5,015.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WVBT	9%	\$5,900.00
Market	100%	\$65,555.56

Competitive Share

	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WAVY	45%	\$29,500.00
WGNT	3%	\$1,966.67
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	28%	\$18,355.56
WTVZ	8%	\$5,244.44
WVEC	7%	\$4,588.89

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WVBT	08/20/12	08/23/12	M-F 1045-11p Fox Sportswrap	CM	1045-11p	MTWT---	:30	4	\$300.00	P2	0.00	NM	4	\$1,200.00
SPORTSWRAP M-F															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	MTWT---			4		\$300.00		0.00				
E 2	WVBT	08/18/12	08/18/12	Sat Hour 1 Sa 8-9p	CM	8-9p	-----S-	:30	1	\$500.00	P3	0.00	NM	1	\$500.00

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Advertiser: POL/Obama For America (D)
 Product Desc: 8/17-8/23 BARACK OBAMA
 Estimate: 1621
WVBT

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
COPS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----S-		1			\$500.00			0.00			
E 3	WVBT	08/18/12	08/18/12	Sat Hour 2 Sat 9-10p	CM	9-10p	-----S-	:30	1	\$500.00	P3	0.00	NM	1	\$500.00
MOBBED															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----S-		1			\$500.00			0.00			
E 4	WVBT	08/18/12	08/18/12	Sa 10-1044p Fox News @10 Sat	CM	10-1045p	-----S-	:30	2	\$700.00	P2	0.00	NM	2	\$1,400.00
FOX 43 NEWS SAT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----S-		2			\$700.00			0.00			
E 5	WVBT	08/18/12	08/18/12	Sa 1045-11p Fox Sportswrap Sat	CM	1045-11p	-----S-	:30	1	\$300.00	P2	0.00	NM	1	\$300.00
SPORTSWRAP SAT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----S-		1			\$300.00			0.00			
E 6	WVBT	08/23/12	08/23/12	Thur Hour 2 Thu 9-10p	CM	9-10p	---T---	:30	1	\$1,200.00	P1	0.00	NM	1	\$1,200.00
NEW GIRL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	---T---		1			\$1,200.00			0.00			
E 7	WVBT	08/18/12	08/18/12	MLB on Fox MLB on Fox	CM	MLB on Fox	-----S-	:30	2	\$350.00	P1	0.00	NM	2	\$700.00
FOX SATURDAY BASEBALL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----S-		2			\$350.00			0.00			
E 8	WVBT	08/20/12	08/23/12	M-F 2-3p Steve Wilkos	CM	2-3p	MTWT---	:30	1	\$100.00	P1	0.00	NM	1	\$100.00
STEVE WILKOS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	MTWT---		1			\$100.00			0.00			
													Totals	13	\$5,900.00